

<p><b>IFNA Agenda</b>  <b>Communications Committee</b>  <b>Conference Call</b></p> <p><b>Date: April 15, 2021</b></p> <p><b>Time: 5 pm Eastern Standard Time</b></p>	<p><b>IFNA Communications Meeting</b></p> <p>Please join my meeting from your computer, tablet or smartphone.</p> <p><a href="https://global.gotomeeting.com/join/170572229">https://global.gotomeeting.com/join/170572229</a></p> <p>You can also dial in using your phone.  (For supported devices, tap a one-touch number below to join instantly.)</p> <p>United States: +1 (646) 749-3129  - One-touch: <a href="tel:+16467493129,,170572229#">tel:+16467493129,,170572229#</a></p> <p>Access Code: 170-572-229</p> <p>More phone numbers:  (For supported devices, tap a one-touch number below to join instantly.)</p> <p>Canada: +1 (647) 497-9391  - One-touch: <a href="tel:+16474979391,,170572229#">tel:+16474979391,,170572229#</a></p> <p>New to GoToMeeting? Get the app now and be ready when your first meeting starts: <a href="https://global.gotomeeting.com/install/170572229">https://global.gotomeeting.com/install/170572229</a></p>
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**The Mission of the International Family Nursing Association (IFNA) is to Transform Family Health by:**

1. Serving as a unifying force and voice for family nursing globally;
2. Sharing knowledge, practices, and skills to enhance and nurture family nursing practice; and,
3. Providing family nursing leadership through education, research, scholarship, socialization and collegial exchange on all aspects of family nursing.

**The mission of the IFNA Communications Committee is to ensure that *IFNA is the strongest and most credible voice of FAMILY NURSING in the world.* The Committee assumes responsibility for development of the infrastructure and use of the IFNA website, newsletter, and social media channels (Twitter, LinkedIn, Listserv, YouTube, Member blogs) to ensure effective communication among IFNA members, timely dissemination of information, and the advancement of family nursing knowledge and the IFNA mission.**

**Committee Duties and Responsibilities (per the IFNA Bylaws)**

- Responsible for the development of the infrastructure that assures effective communication among members and timely dissemination of information
- Oversee and update the various IFNA communication and social media channels
- Shall be in frequent communication with the Board of Directors, or its Board liaison, regarding on-going work of the committee.

**[Terms of Reference](#) (2018)**

Attendees:	Janice Bell, Joel Anderson, Debbie Zaparoni, Paula Nersesian, Michelle Franklin, Wendy Looman, Junko Honda
Unable to Attend:	Damien Stewart

Guests:	
Minutes compiled by:	Michelle Franklin

Agenda Topic:	Approval of minutes for 2/17/2021 and 2/18/2021 meeting Completed by consensus
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Agenda Topic:	Activities of Communications Committee since last meeting on March 18, 2021
Discussion:	<p><b>Since our last meeting on March 18, 2021 the following IFNA Communications Committee activities/conversations have occurred:</b></p> <p><i><b>Prioritized promotion of IFNC15 news items through all IFNA social media channels: IFNA website, Twitter, and LinkedIn.</b></i></p> <p>a. From March 16, 2021 - April 13, 2021, 62 new tweets and 20 new LinkedIn messages were posted related to IFNC15, IFNA member news, and IFNA resources.</p> <p>b. From March 16, 2021 - April 13, 2021, 6 new IFNA Student Engagement Group member posts have been added to the IFNA website, including students who have received support from the International Family Nursing Foundation to participate in IFNC15 (N=17 students from 10 countries). Still waiting to hear from 2 student members.</p> <p>c. IFNC15 influencers have been tracked on Symplur and showcased in 2 IFNA tweets.</p> <p>d. Please continue to use the IFNC15 Social Media Toolkit with live Twitter links: <a href="https://internationalfamilynursing.org/ifnc15-social-media-toolkit/">https://internationalfamilynursing.org/ifnc15-social-media-toolkit/</a></p> <p>e. IFNA Resource Advancement Committee Pot of Gold fundraising initiative for IFNC15 continues to be shared through the IFNA social media channels:</p> <p>f. Damien has developed Marcia Van Riper's 2020 PowerPoint about Family Nursing a PDF flip book and it is now available as an IFNA blog post.</p> <p>g. Citation data to IFNA Position Statements has been collated and updated:</p> <ul style="list-style-type: none"> <li>• Position Statement on Pre-Licensure Education: 18</li> <li>• Position Statement on Graduate Education: 8</li> <li>• Position Statement on Generalist Practice: 76</li> <li>• Position Statement on Advanced Practice: 50</li> <li>• Position Statement on Planetary Health and Family Health: 2</li> </ul>
Follow up:	N/A
Deadline:	

Agenda Topic:	Report from IFNA BOD – Junko Honda (IFNA BOD liaison to the IFNA Communications Committee).
Discussion:	<ul style="list-style-type: none"> <li>• Financial status of IFNA improving.</li> </ul>

	<ul style="list-style-type: none"> <li>• Candidates for upcoming elections have been identified. Ballots will be going out in next week.</li> <li>• IFNA board member for International Society of Psychiatric-Mental Health Nurses (ISPN) is disseminating information about IFNC15 through that professional network as well.</li> <li>• Nightingale event is planned for May 11 and 12 to honor Florence Nightingale's birthday.</li> <li>• IFNA Membership Updates: <ul style="list-style-type: none"> <li>- Currently 423 members from 39 countries</li> <li>- 24 new members joined IFNA in March</li> </ul> </li> </ul>
Follow up:	
Deadline:	

Agenda Topic:	Report from IFNA Office – Debbie Zaparoni
Discussion:	<ul style="list-style-type: none"> <li>• Election ballots going out within the next week. The nominating committee has put forth a good slate of candidates. This includes President elect, treasure, director positions, and nominating committee.</li> <li>• Preparations for IFNC15 virtual format continues to go well</li> <li>• Networking event May 11<sup>th</sup>, 2021 in evening May 12<sup>th</sup>, 2021 in am to accommodate all time zones. Will be hosted via Airmeet.</li> <li>• Bylaws have been reviewed and will be going out for vote soon.</li> <li>• Currently there are 280 registrants for IFNC15</li> <li>• Practice committee is working on digital stories to disseminate</li> </ul>
Follow up:	
Deadline:	

Agenda Topic:	Report from IFNA Research Committee – Paula Nersesian
Discussion:	<ul style="list-style-type: none"> <li>• The translational research cluster is continuing to develop under the leadership of Debbie Sheppard-LeMoine</li> <li>• The pediatrics research cluster received small grant funding to support a literature review on harmonizing terminology globally. Discussed potential collaborations with the research committee and the communications committee having both received grants and ways groups can amplify this work.</li> <li>• The Research Committee Co-chairs are committed to enhancing the research footprint on the IFNA website." Paula suggested they provide a specific list for the Communications Committee Co-chairs for supporting this effort. Paula provided input on what would be helpful for them to provide, especially at this juncture when we are updating the IFNA website.</li> </ul>
Follow up:	
Deadline:	

Agenda Topic:	Brief report provided by Damien Re: IFNA reach statistics
Discussion:	<ul style="list-style-type: none"> <li>• Since the same period last year (March 14<sup>th</sup> 2021 - April 14<sup>th</sup>, 2021, compared to: March 14<sup>th</sup>, 2020 - April 14<sup>th</sup>, 2020) Traffic is up almost 90%, as seen in the attached graphic we have 4,010 users this month compared to 2,131 last year. This is massive growth. The bounce rate has also been reducing which has been a goal of mine, the bounce rate will also be helped</li> </ul>

with the coming redesign of the homepage. Pageviews are up to 9,414 compared to 4,915 from last year, also massive growth.



Country	Users	% Users
1. United States	1,506	40.01%
2. Canada	321	8.00%
3. Brazil	200	4.98%
4. Australia	181	4.51%
5. United Kingdom	130	3.24%
6. Japan	110	2.74%
7. China	99	2.47%
8. India	97	2.42%
9. Ireland	91	2.27%
10. Portugal	90	2.24%

Follow up:

Deadline

Agenda Topic:	Old business – IFNC Photo Gallery Project– Janice Bell
Discussion:	<ul style="list-style-type: none"> <li>NEW IFNC photos have been posted and labelled</li> <li>Janice Bell is requesting photos from others around the world.</li> </ul>
Follow up:	<ul style="list-style-type: none"> <li>Janice continues to lead this project</li> </ul>
Deadline:	

Agenda Topic:	Old business – Recruitment of IFNA member news: Janice Bell and Michelle Franklin
Discussion:	<ul style="list-style-type: none"> <li>PhD Student from Finland conducting family research in African Intensive Care settings has now been featured.</li> </ul>
Follow up:	
Deadline:	

Agenda Topic:	Old business – Recruitment of IFNA Student Engagement Group: Michelle Franklin
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Discussion:	<ul style="list-style-type: none"> <li>• They had an event last week.</li> <li>• Debbie Zaparoni reports 50 student members will be presenting at IFNC15.</li> <li>• Janice Bell requests list of students who are registered for the conference so communications team can offer to make a news post for them.</li> </ul>
Follow up:	
Deadline:	

Agenda Topic:	Old Business - Recruitment of IFN Foundation student recipient news posts – Janice Bell
Discussion:	<ul style="list-style-type: none"> <li>• Recruitment of IFN Foundation student recipient news posts has went well. Has created increased engagement on Twitter. There are n=2 student members still pending.</li> </ul>
Follow up:	
Deadline:	

Agenda Topic:	Old Business – Blog posts on Planetary Health and Family Health – Wendy Looman and Paula Nersesian
Discussion:	<ul style="list-style-type: none"> <li>• Wendy and Paula have developed a series of blog posts that Feature the IFNA Position Statement on Planetary health and Family Health. Wendy will do the first one for April 22<sup>nd</sup> as well as one for May. Paula also will be developing a post.</li> <li>• The Twitter chat will be hosted by Simon Stones on April 22<sup>nd</sup>, 2021.</li> </ul>
Follow up:	
Deadline:	

Agenda Topic:	New business – Twitter chat re: Planetary Health/Family Health - Wendy Looman and Paula Nersesian and Joel Anderson
Discussion:	<ul style="list-style-type: none"> <li>• The Twitter chat will be hosted by Simon Stones on April 22<sup>nd</sup>, 2021.</li> <li>• Wendy and Paula have developed responses.</li> <li>• Joel is setting up timed responses from the IFNA Twitter account.</li> <li>• All committee members encouraged to engage in chat.</li> <li>• Joel will pull the tweets from the chats so they can be analyzed and used for future projects.</li> </ul>
Follow up:	
Deadline:	

Agenda Topic:	New business – Continue to amplify IFNA work through social media
Discussion:	<ul style="list-style-type: none"> <li>• Continue robust social media promotion of several related initiatives: IFNC15 participants, Keynotes, Expert lectures, Pre-conference Workshops, Pot of Gold</li> </ul>

	Challenge, Students who have received IFN Foundation funding, IFNA Position Statements. <ul style="list-style-type: none"><li>• Joel will send out new Twitter schedule to committee</li></ul>
Follow up:	
Deadline:	

Agenda Topic:	Future Meetings: May 20, 2021: Time: 5 pm Eastern Standard Time.
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